

A day in the life of a reporter

H2GY1K

LECTURE
SUMMARY

Covered in this lecture:

What reporters do

- ▶ To you, press is free marketing, but to a reporter/writer, it only makes sense if it's an interesting story that their audience cares about
- ▶ A reporter might start their day with the following goals in mind:
 - creating new content
 - looking to attract more readers
 - thinking up new ideas
- Their product is their writing, so they're always in search for something to write about
- ▶ **Some reporters don't get a salary, they get paid by the page view**
- The life of a reporter involves:
 - writing & publishing
 - researching different topics
 - reviewing requests from people like you who want to get coverage
- ▶ Many reporters work for editors, who have to approve the articles before they're published

- ▶ Reporters can be lazy, looking for things that are easy to write about
- ▶ Your chances of being picked can increase if you approach them with an interesting story and if you make it easy for them to write the article about you